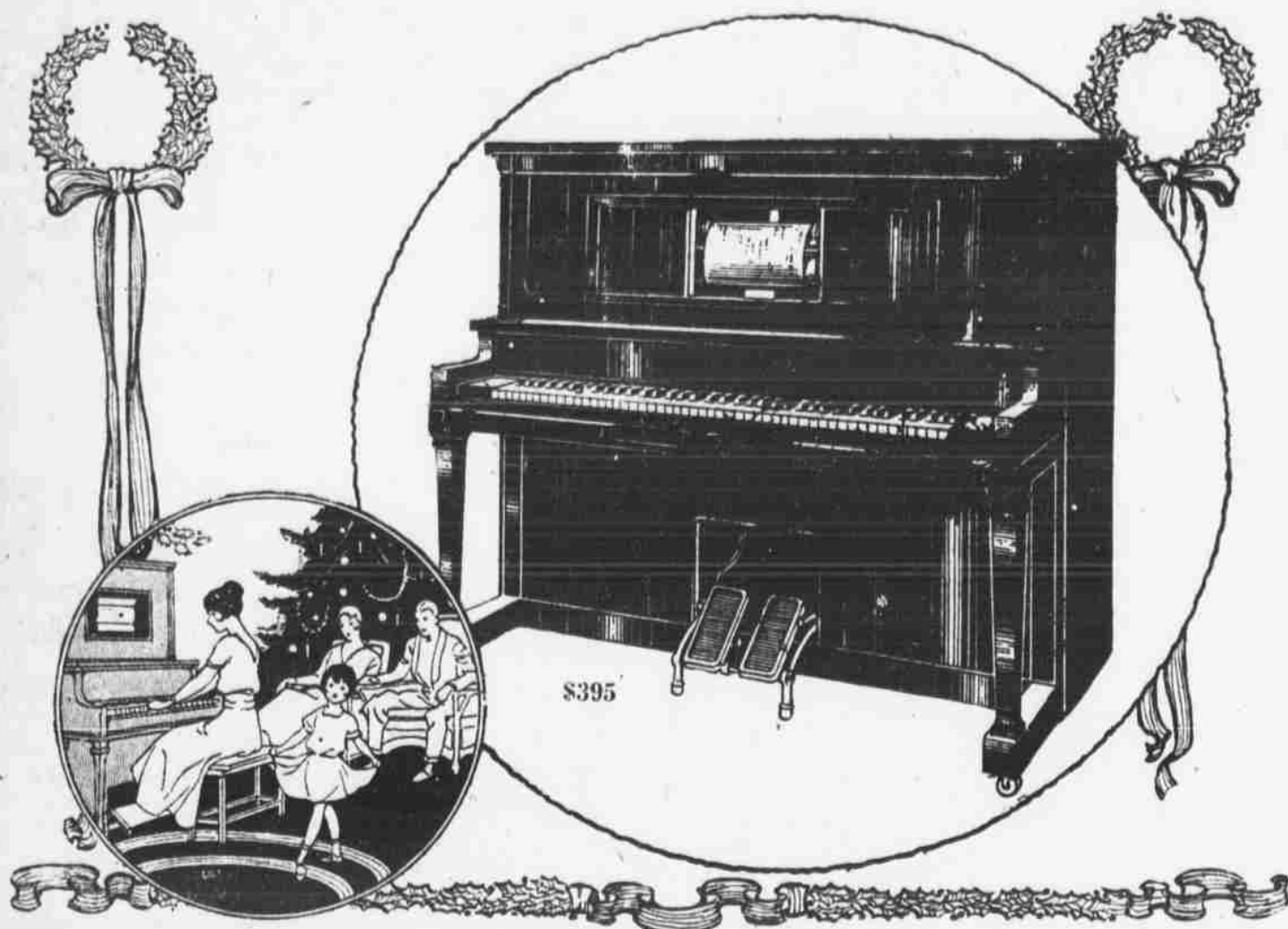


Phone  
Pennsylvania  
5100**GIMBEL BROTHERS**

32ND STREET — BROADWAY — 33RD STREET — NEW YORK CITY

For Other  
Gimbel News  
See Page 13

\$395

# This Superb Quality New PLAYER PIANO

## \$10 DOWN

*Continues in a  
Christmas Sale at*

**BRINGS THE  
PLAYER TO  
YOUR HOME**

# \$395

## \$10 A MONTH

Terms that mean as much to you  
as the low price. But not terms  
alone—nor price alone. BOTH—  
combined with quality.

**If You Can't Come, Fill In  
and Mail This Coupon Today**

**GIMBEL BROTHERS  
MUSIC SALONS  
New York City.**

**GENTLEMEN:**

Please send me promptly full details of your  
Christmas offer of high quality Player Pianos at  
\$395, on terms of \$10 down and \$10 a month.

Name.....

Street.....

City..... E. W. 12-13

Again—and right through to Christmas—the sale  
price of \$395. Far below the rightful price of a player  
built to uphold a quality reputation—a player of  
tone, finish and workmanship decidedly superior.

## New Players In Daily

A steady stream of players reaches our floors daily—filling  
in the gaps left by the rush of the sale. The response has been  
extraordinary. A price never equaled for a player of such  
quality. Genuinely fine make. Terms that mean great  
economy in Christmas expenditure. All repeated straight  
through to Christmas by force of the demand—and by a  
strenuous merchandising effort.

## 10 Year Guarantee

A complete quality guarantee for ten years accompanies  
each player. You also have the privilege of charging  
to your account player rolls to the amount of your first  
payment. A bench with each player. Delivery to  
your home without extra charge. Service for one year.

**Music Salons Open Every Evening Until 9 o'Clock**  
**Gimbels : Eighth Floor : After 5.30 Use 33d Street Entrance, Near Broadway**

Brooklyn, Long Island and New Jersey Customers Direct to Gimbels via Tubes and Subways

Phone  
Pennsylvania  
5100**GIMBEL BROTHERS**

32ND STREET — BROADWAY — 33RD STREET — NEW YORK CITY

For Other  
Gimbel News  
See Page 13

*For the Further Introduction of the New  
Crown Phonograph : This Christmas Offer*

BUY THE

# Crown Phonograph

And We Will Send It  
To Your Home on

## 10 DAYS' TRIAL

A few weeks ago Gimbels started a great drive to introduce  
the new Crown Phonograph to New York and its environs.  
Most people thought that this was not the time to start the  
sale of a new phonograph. Along ordinary lines, it would  
not have been. But Gimbels—approached with the propo-  
sition—visualized the possibility of a great sales campaign,  
provided price and terms were fixed to bring within the reach  
of the average person a guaranteed phonograph of superior  
quality.

PAY AS LOW AS

# \$1 A WEEK

Prices That Start With  
An Upright Cabinet at

# \$65

A full third under the prevailing market price for phonographs  
of equal excellence. Not price alone—nor terms alone—but  
BOTH. Finish and tone that place this instrument on the  
highest level of phonograph excellence. Product of a house  
famous for its fine musical instruments since 1870. The  
opening campaign has resulted in the greatest whirlwind  
selling of a new phonograph that we have ever experienced—  
and a whirlwind phonograph sale is no new thing for Gimbels.  
Encouraged by its remarkable success, Gimbels and the  
makers have decided to go one step further to put this  
splendid instrument in every New York home that does not  
own a phonograph.

*We are prepared, therefore, to permit  
you to buy this phonograph on ten  
days' trial in your own home. This is at  
absolutely no expense to yourself. If the  
phonograph does not thoroughly delight  
you in every way—we will call for it at  
any time within the ten-day limit.*

If you cannot come, be sure to  
mail the coupon for full information.

**GIMBEL BROTHERS  
Music Salons  
New York City.**

Gentlemen:  
Please send me at once full details of your  
amazing sale of the new CROWN Phono-  
graphs—giving exact information as to price  
—terms—quality, and your 10-day trial offer.

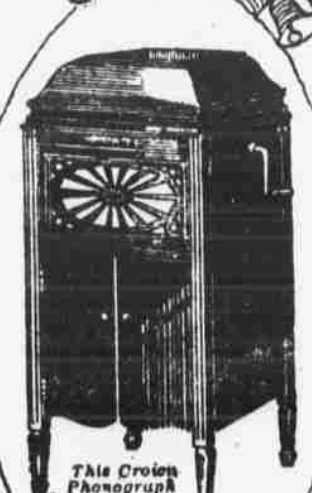
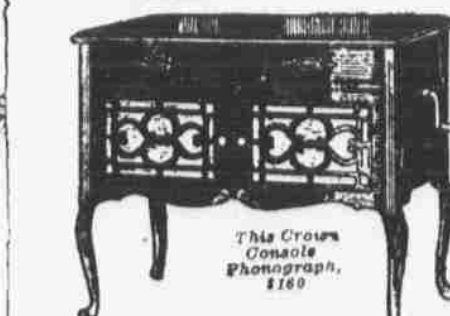
Name.....

Street..... E. W. 12-13

City.....



\$65.00

This Crown  
Phonograph  
\$110This Crown  
Phonograph  
\$79.50This Crown  
Console  
Phonograph, \$115This Crown  
Phonograph,  
\$175This Crown  
Console  
Phonograph,  
\$160

*The New  
Crown Phono-  
graphs—rang-  
ing in price  
up to \$185.00*

**Music Salons Open Every Evening Until 9 o'Clock**  
**Gimbels : Eighth Floor : After 5.30 Use 33d Street Entrance, Near Broadway**

Brooklyn, Long Island and New Jersey Customers Direct to Gimbels via Tubes and Subways